

ESTTA Tracking number: **ESTTA738422**

Filing date: **04/06/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Mattel, Inc.
Granted to Date of previous extension	04/06/2016
Address	333 Continental Blvd.M1-1518 El Segundo, CA 90245 UNITED STATES

Attorney information	Bobby Ghajar and Marcus Peterson PILLSBURY WINTHROP SHAW PITTMAN LLP 725 S. Figueroa St., Suite 2800 Los Angeles, CA 90017 UNITED STATES bobby.ghajar@pillsburylaw.com, marcus.peterson@pillsburylaw.com, docket_ip@pillsburylaw.com, la-tmdocketing@pillsburylaw.com Phone:213-488-7100
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Applicant Information

Application No	86637702	Publication date	12/08/2015
Opposition Filing Date	04/06/2016	Opposition Period Ends	04/06/2016
Applicant	Anastasia Lilly, LLC PO Box 52157 Mesa, AZ 85206 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 2015/02/28 First Use In Commerce: 2015/02/28
All goods and services in the class are opposed, namely: Writing of biographies for others

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution by blurring	Trademark Act section 43(c)


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1211714	Application Date	12/14/1981
Registration Date	10/05/1982	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 028. First use: First Use: 1981/12/08 First Use In Commerce: 1981/12/08 TOY FIGURE

U.S. Registration No.	4832223	Application Date	01/29/2013
Registration Date	10/13/2015	Foreign Priority Date	NONE

Word Mark	MASTERS OF THE UNIVERSE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 028. First use: First Use: 2015/08/24 First Use In Commerce: 2015/08/24 TOYS, GAMES AND PLAYTHINGS, NAMELY, TOYVEHICLES AND ACCESSORIES THEREFOR, TOY FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURE PLAYSETS AND ACCESSORIES THEREFOR
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U.S. Registration No.	4841721	Application Date	01/29/2013
Registration Date	10/27/2015	Foreign Priority Date	NONE


Word Mark	MASTERS OF THE UNIVERSE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 009. First use: First Use: 2015/08/24 First Use In Commerce: 2015/08/24 PRE-RECORDED DVDS FEATURING MOTION PICTURES AND TELEVISION PROGRAMMING ABOUT CHILDREN'S ENTERTAINMENT
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U.S. Registration No.	4841722	Application Date	01/29/2013
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Registration Date	10/27/2015	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2015/07/24 First Use In Commerce: 2015/07/24 CLOTHING, NAMELY, TOPS, UNDERGARMENTS, HALLOWEEN COSTUMES, COSTUMES FOR USE IN ROLE PLAYING GAMES; HEADWEAR		

U.S. Registration No.	4923155	Application Date	01/29/2013
Registration Date	03/22/2016	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 2015/06/10 First Use In Commerce: 2015/06/10 DRINKING GLASSES		

U.S. Application No.	85834936	Application Date	01/29/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		

Design Mark	MASTERS OF THE UNIVERSE
Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 0 First Use In Commerce: 0 NON-MEDICATED SKIN CARE PREPARATIONS; HAIR CARE PREPARATION; TOLIET SOAPS, SKINSOAPS, LIQUID SOAPS FOR HANDS, FACE ANDBODY; BUBBLE BATHS, HAIR SHAMPOOS, HAIRCONDITIONERS; NON-MEDICATED LIP BALMS, SUNSCREENS, TOOTHPASTE

U.S. Application No.	85834951	Application Date	01/29/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		
Design Mark	MASTERS OF THE UNIVERSE		
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 0 First Use In Commerce: 0 FURNITURE OF ALL KINDS; SLEEPING BAGS; KEY CAPS, NAMELY, PLASTIC OR RUBBER CAPSUSED TO COVER THE TOPS OF KEYS; NON-METAL KEY FOBS		

U.S. Application No.	85834953	Application Date	01/29/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		

Design Mark	MASTERS OF THE UNIVERSE
Description of Mark	NONE
Goods/Services	Class 021. First use: First Use: 0 First Use In Commerce: 0 LUNCH BOXES, THERMAL INSULATED TOTE BAGS AND CONTAINERS FOR FOOD OR BEVERAGES; MUGS; TOOTHBRUSHES, TOOTHBRUSH HOLDERS, HAIR COMBS

U.S. Application No.	85834969	Application Date	01/29/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		
Design Mark	MASTERS OF THE UNIVERSE		
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 0 First Use In Commerce: 0 Entertainment services, namely, providing ongoing animated movies, television programs and webisodes all featuring children's entertainment via a global computer network; entertainment services in the nature of ongoing animated television programs in the field of children's entertainment; entertainment services, namely, production and distribution of animated television shows and movies; website use, namely, providing on-line computer games and providing an interactive website for entertainment purposes featuring information, photos and videos all relating to children's entertainment		

U.S. Application No.	85834950	Application Date	01/29/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		

Design Mark	MASTERS OF THE UNIVERSE
Description of Mark	NONE
Goods/Services	Class 016. First use: First Use: 0 First Use In Commerce: 0 PRINTED MATTER AND PAPER GOODS, NAMELY, PAPER NAPKINS, TABLE CLOTHS OF PAPER, NOTE CARDS, INVITATION CARDS, TEMPORARY TATTOOS, STICKERS, MAGAZINES OF GENERAL INTEREST FOR TEEN-AGERS AND CHILDREN, POSTCARDS, MEMO PADS, ADHESIVE NOTE PADS, AGENDAS, DECORATIVE PAPER FOR USE IN DECORATING LOCKERS, STICKER ALBUMS, IRON-ON AND GLUE-ON TRANSFERS, BLANK JOURNALS, BLANK DIARIES; SCHOOL SUPPLIES OF ALL KINDS, NAMELY, PENS, PENCILS, ERASERS, DRAWING RULERS AND UNGRADUATED RULERS, FOLDERS, NOTEBOOKS, BOOKMARKS, MAGNETIC BOARDS FOR SCHEDULING ACTIVITIES AND APPOINTMENTS, STENCIL SETS CONSISTING OF STENCILS AND COLORED PENCILS, LAP DESKS, GLUE FOR STATIONERY OR HOUSEHOLD USE, BINDERS, DESKTOP ORGANIZERS, MARKERS, PEN AND PENCIL CASES, DOCUMENT PORTFOLIOS; ADHESIVE TAPE DISPENSERS, BOTH FOR STATIONERY AND HOUSEHOLD PURPOSES; RUBBER STAMPS, DRYERASE WRITING BOARDS, PAPER CLIPS AND STAPLERS; PARTY GOODS, NAMELY, PAPER PARTY FAVORS, PARTY GOODIE BAGS OF PLASTIC OR PAPER; DECORATIONS, NAMELY, CREPE PAPER, BANNERS OF PAPER; BOOKS OF ALL KINDS, NAMELY, A SERIES OF FICTION BOOKS, COMIC BOOKS, SKETCH DESIGN BOOKS AND STICKERBOOKS

U.S. Application No.	85834955	Application Date	01/29/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MASTERS OF THE UNIVERSE		
Design Mark	MASTERS OF THE UNIVERSE		
Description of Mark	NONE		
Goods/Services	Class 024. First use: First Use: 0 First Use In Commerce: 0 BEDDING OF ALL KINDS, NAMELY, COMFORTERS, BED COVERS, BED		

	SHEETS, PILLOWCASES, BED BLANKETS; FABRIC WINDOW COVERINGS, NAMELY, CURTAINS, VALANCES AND TOWELS
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Attachments	85834961#TMSN.png(bytes) 85834937#TMSN.png(bytes) 85834958#TMSN.png(bytes) 85984009#TMSN.png(bytes) 85834936#TMSN.png(bytes) 85834951#TMSN.png(bytes) 85834953#TMSN.png(bytes) 85834969#TMSN.png(bytes) 85834950#TMSN.png(bytes) 85834955#TMSN.png(bytes) Anastasia-Mattel, Inc. Opposition.pdf(2293814 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Marcus Peterson/
Name	Bobby Ghajar and Marcus Peterson
Date	04/06/2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Mattel, Inc.,	§	
	§	Opposition No. _____
Opposer,	§	
	§	Application Ser. No.: 86637702
v.	§	
	§	Date of Filing: May 21, 2015
Anastasia Lilly, LLC,	§	
	§	Subject Mark: MASTER OF THE
Applicant.	§	UNIVERSE
	§	

NOTICE OF OPPOSITION

Opposer Mattel, Inc., a Delaware corporation ("Mattel"), having a place of business at 333 Continental Boulevard, El Segundo, California 90245, believes that it will be damaged by the registration of U.S. Ser. No. 86637702 ("the '702 Application"), filed May 21, 2015 for the mark MASTER OF THE UNIVERSE ("MASTER OF THE UNIVERSE Mark"). The '702 Application was published for opposition on December 8, 2015. Mattel timely took extensions of time to oppose the '702 Application on January 7, 2016, giving Mattel until April 6, 2016 to oppose the application.

Mattel hereby opposes the '702 Application on the following grounds:

MATTEL'S MASTERS OF THE UNIVERSE MARKS

1. Mattel is the world's largest toy company and is the owner of various famous brands. Among those famous brands is MASTERS OF THE UNIVERSE®, which has long been used in connection with a variety of goods and services, including toys, merchandise and entertainment products and services.

2. Over the past 30 years, Mattel has used the marks MASTERS OF THE UNIVERSE® in association with its MASTERS OF THE UNIVERSE franchise.

3. Mattel owns the following U.S. Trademark Reg. Nos. and applications for MASTERS OF THE UNIVERSE:

Exhibit No.	Registration No./ Application Ser. No.	Registration Date/ Application Date (* connotes incontestable Registration)	Goods and/or Services
A	1211714	October 5, 1982*	Toy figure
B	4832223	October 13, 2015	Toys, games and

Exhibit No.	Registration No./ Application Ser. No.	Registration Date/ Application Date (* connotes incontestable Registration)	Goods and/or Services
			playthings, namely, toy vehicles and accessories therefor, toy figures and accessories therefor, toy action figures and accessories therefor, toy action figure playsets and accessories therefor
C	4841721	October 27, 2015	Pre-recorded DVDs featuring motion pictures and television programming about children's entertainment
D	4841722	October 27, 2015	Clothing, namely, tops, undergarments, Halloween costumes, costumers for use in role playing games; headwear
E	4923155	March 22, 2016	Drinking glasses
F	85834936	January 29, 2013	Non-medicated skin care preparations, hair care preparation; toilet soaps, skin soaps, liquid soaps for hands, face and body; bubble baths, hair shampoos, hair conditioners; non-medicated lip balms; sunscreens, toothpaste.
G	85834951	January 29, 2013	Furniture of all kinds; sleeping bags; key caps, namely, plastic or rubber caps used to cover the tops of keys; non-metal key fobs.

Exhibit No.	Registration No./ Application Ser. No.	Registration Date/ Application Date (* connotes incontestable Registration)	Goods and/or Services
H	85834953	January 29, 2013	Lunch boxes, thermal insulated tote bags and containers for food or beverages; mugs; toothbrushes, toothpaste holders, hair combs.
I	85834969	January 29, 2013	Entertainment services, namely, providing ongoing animated movies, television programs and webisodes all featuring children's entertainment via a global computer network; entertainment services in the nature of ongoing animated television programs in the field of children's entertainment; entertainment services, namely, production and distribution of animated television shows and movies; website use, namely, providing on-line computer games and providing an interactive website for entertainment purposes featuring information, photos and videos all relating to children's entertainment
J	85834950	January 29, 2013	Printed matter and paper goods, namely, paper napkins, table cloths of paper, note cards, invitation cards, temporary tattoos, stickers, magazines of

Exhibit No.	Registration No./ Application Ser. No.	Registration Date/ Application Date (* connotes incontestable Registration)	Goods and/or Services
			<p>general interest for teenagers and children, postcards, memo pads, adhesive note pads, agendas, decorative paper for use in decorating lockers, sticker albums, iron-on and glue-on transfers, blank journals, blank diaries; school supplies of all kinds, namely, pens, pencils, erasers, drawing rulers and ungraduated rulers, folders, notebooks, bookmarks, magnetic boards for scheduling activities and appointments, stencil sets consisting of stencils and colored pencils, lap desks, glue for stationery or household use, binders, desktop organizers, markers, pen and pencil cases, document portfolios; adhesive tape dispensers, both for stationery and household purposes; rubber stamps, dry erase writing boards, paper clips and staplers; party goods, namely, paper party favors, party goodie bags of plastic or paper; decorations, namely, crepe paper, banners of paper; books of all kinds, namely, a series</p>

Exhibit No.	Registration No./ Application Ser. No.	Registration Date/ Application Date (* connotes incontestable Registration)	Goods and/or Services
			of fiction books, comic books, sketch design books and sticker books
K	85834955	January 29, 2013	Bedding of all kinds, namely, comforters, bed covers, bed sheets, pillowcases, bed blankets; fabric window coverings, namely, curtains, valances and towels

4. True and correct copies of the printouts from the USPTO's TARR system showing the above registrations and applications are attached as **Exhibits A -K**, respectively.

5. Because of their long-standing use and recognition, Mattel's highly distinctive MASTERS OF THE UNIVERSE Marks (collectively, "MASTERS OF THE UNIVERSE Mark or Marks") represent tremendous goodwill. The MASTERS OF THE UNIVERSE Marks are instantly recognizable and associated exclusively with Mattel. Mattel also has longstanding common-law rights to the MASTERS OF THE UNIVERSE Marks in connection with various goods and services, including but not limited to books.

6. Mattel has expended considerable effort and expense in promoting the MASTERS OF THE UNIVERSE Marks, and goods and services offered in connection with these marks, in the United States.

7. Further, given Mattel's widespread use and promotion of the MASTERS OF THE UNIVERSE Marks over the past three decades, the MASTERS OF THE UNIVERSE Marks are well known, famous and recognized by consumers to be Mattel's marks, and are famous pursuant to 15 U.S.C. § 1125(c)(1).

APPLICANT'S MASTER OF THE UNIVERSE MARK

8. Applicant seeks to register the mark MASTER OF THE UNIVERSE in connection with "Writing of biographies for others," in International Class 41. Applicant claims first use of the MASTER OF THE UNIVERSE Mark as of February 28, 2015.

9. Upon information and belief, Applicant selected the MASTER OF THE UNIVERSE Mark with knowledge of Mattel's MASTERS OF THE UNIVERSE Marks.

10. Mattel is not affiliated or connected with Applicant or its goods or services; nor has Mattel granted permission to, or endorsed or sponsored Applicant or its goods or services.

11. Mattel began using its MASTERS OF THE UNIVERSE Marks, and enjoys priority as a result of the filing dates of its trademark registrations and applications, well prior to the filing date of the application for and the alleged date of first use of the MASTER OF THE UNIVERSE Mark.

12. Applicant's MASTER OF THE UNIVERSE Mark is nearly identical in sound, appearance, and commercial impression to Mattel's MASTERS OF THE UNIVERSE Marks, with the only difference being the omission of the last "s" in "Masters."

13. In view of the strength of the MASTERS OF THE UNIVERSE Marks, Mattel's longstanding use of the mark on a variety of goods and services, including but not limited to books, and the relatedness of Applicant's services (book writing services) to Mattel's products and services, purchasers are likely to mistakenly believe that Applicant's MASTER OF THE UNIVERSE services originate from, are sponsored by, or are in some way associated with Mattel, when they are not.

14. Neither Mattel's nor Applicant's identifications of goods and services contain any limitation on channels of trade. Thus, the channels of trade for the respective parties' goods and services overlap.

15. Applicant's mark was filed as a standard character mark; therefore, nothing prevents Applicant from using a font or stylization similar to that used by Mattel in connection with its MASTERS OF THE UNIVERSE Marks (which are also registered in standard characters in any event).

16. Registration of the MASTER OF THE UNIVERSE Mark will injure Mattel by causing the public to be confused or mistaken into believing that the services provided by Applicant are endorsed or sponsored by Mattel. Mattel has no control over the nature and quality of the services offered by Applicant under the confusingly similar MASTER OF THE UNIVERSE Mark, and Mattel's reputation and goodwill will be damaged and the value of the MASTERS OF THE UNIVERSE Marks jeopardized, all to Mattel's detriment.

17. Any defect, objection, or fault found with Applicant's goods or services marketed under the MASTER OF THE UNIVERSE Mark would necessarily reflect upon and injure the

reputation that Mattel has established for the goods and services it offers in connection with the MASTERS OF THE UNIVERSE Marks.

18. Accordingly, registration of the mark herein will damage Mattel because the mark is likely, when used on or in connection with the goods and services described in the application, to cause confusion, or to cause mistake or to deceive.

19. Independently, Applicant's actual or intended use of the MASTER OF THE UNIVERSE Mark is likely to dilute the distinctive quality of Mattel's famous MASTERS OF THE UNIVERSE Marks.

20. Applicant's actual or intended use of the alleged MASTER OF THE UNIVERSE Mark is likely to blur and whittle away at the distinctiveness and identity-evoking quality of the famous MASTERS OF THE UNIVERSE Marks.

21. For all of these reasons, Mattel is likely to be damaged by the registration for MASTER OF THE UNIVERSE by Applicant.

WHEREFORE, Mattel respectfully requests that Application Serial No. 86637702 be refused registration.

Respectfully submitted,

Mattel, Inc.

Date: April 6, 2016

By: /s/ Bobby Ghajar
Bobby Ghajar
Marcus Peterson
PILLSBURY WINTHROP SHAW PITTMAN
725 S. Figueroa St., Suite 2800
Los Angeles, CA 90017
(213) 488-7551

CERTIFICATE OF ELECTRONIC TRANSMISSION

DATE OF DEPOSIT

I hereby certify that this correspondence is being transmitted to the United States Patent and Trademark Office Trademark Trial and Appeal Board using the Electronic System for Trademark Trials and Appeals (ESTTA) on the date indicated above.

/s/ Marcus Peterson

Marcus Peterson

CERTIFICATE OF SERVICE VIA MAIL

I, Marcus Peterson, Esq., of Pillsbury Winthrop Shaw Pittman LLP, attorneys for Opposer Mattel, Inc., hereby certify that a true and complete copy of the foregoing NOTICE OF OPPOSITION was served via postage prepaid first class mail on April 6, 2016 on Counsel for Applicant to Steven J. Miller, Schmeiser Olsen & Watts LLP, 18 E. University Drive, Suite 101, Mesa, AZ 85201-5946

/s/ Marcus Peterson

Marcus Peterson

EXHIBIT A



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Word Mark	MASTERS OF THE UNIVERSE
Goods and Services	IC 028. US 022. G & S: TOY FIGURE. FIRST USE: 19811208. FIRST USE IN COMMERCE: 19811208
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73341712
Filing Date	December 14, 1981
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 13, 1982
Registration Number	1211714
Registration Date	October 5, 1982
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MATT SOLMON
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20121126.
Renewal	2ND RENEWAL 20121126
Live/Dead Indicator	LIVE

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Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office

Reg. No. 1,211,714

Registered Oct. 5, 1982

TRADEMARK

Principal Register

MASTERS OF THE UNIVERSE

Mattel, Inc. (Delaware corporation)
5150 Rosecrans Ave.
Hawthorne, Calif. 90250

For: TOY FIGURE, in CLASS 28 (U.S. Cl. 22).
First use Dec. 8, 1981; in commerce Dec. 8, 1981.

Ser. No. 341,712, filed Dec. 14, 1981.

TERESA M. RUPP, Primary Examiner

EXHIBIT B



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Word Mark	MASTERS OF THE UNIVERSE
Goods and Services	IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, TOY VEHICLES AND ACCESSORIES THEREFOR, TOY FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURE PLAYSETS AND ACCESSORIES THEREFOR. FIRST USE: 20150824. FIRST USE IN COMMERCE: 20150824
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85834961
Filing Date	January 29, 2013
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 7, 2014
Registration Number	4832223
Registration Date	October 13, 2015
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MATT SOLMON
Prior Registrations	1211714
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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United States of America

United States Patent and Trademark Office

MASTERS OF THE UNIVERSE

Reg. No. 4,832,223

Registered Oct. 13, 2015

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

FOR: TOYS, GAMES AND PLAYTHINGS, NAMELY, TOY VEHICLES AND ACCESSORIES THEREFOR, TOY FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURE PLAYSETS AND ACCESSORIES THEREFOR, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 8-24-2015; IN COMMERCE 8-24-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,211,714.

SN 85-834,961, FILED 1-29-2013.

GRETTA YAO, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

EXHIBIT C



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Word Mark MASTERS OF THE UNIVERSE

Goods and Services IC 009. US 021 023 026 036 038. G & S: PRE-RECORDED DVDS FEATURING MOTION PICTURES AND TELEVISION PROGRAMMING ABOUT CHILDREN'S ENTERTAINMENT. FIRST USE: 20150824. FIRST USE IN COMMERCE: 20150824

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85834937

Filing Date January 29, 2013

Current Basis 1A

Original Filing Basis 1B

Published for Opposition January 7, 2014

Registration Number **4841721**

Registration Date October 27, 2015

Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Attorney of Record MATT SOLMON

Prior Registrations 1211714

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

MASTERS OF THE UNIVERSE

Reg. No. 4,841,721

Registered Oct. 27, 2015

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

FOR: PRE-RECORDED DVDS FEATURING MOTION PICTURES AND TELEVISION PROGRAMMING ABOUT CHILDREN'S ENTERTAINMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-24-2015; IN COMMERCE 8-24-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,211,714.

SN 85-834,937, FILED 1-29-2013.

GRETTA YAO, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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Word Mark	MASTERS OF THE UNIVERSE
Goods and Services	IC 025. US 022 039. G & S: CLOTHING, NAMELY, TOPS, UNDERGARMENTS, HALLOWEEN COSTUMES, COSTUMES FOR USE IN ROLE PLAYING GAMES; HEADWEAR. FIRST USE: 20150724. FIRST USE IN COMMERCE: 20150724
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85834958
Filing Date	January 29, 2013
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 7, 2014
Registration Number	4841722
Registration Date	October 27, 2015
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MATT SOLMON
Prior Registrations	1211714
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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United States of America

United States Patent and Trademark Office

MASTERS OF THE UNIVERSE

Reg. No. 4,841,722

Registered Oct. 27, 2015

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

FOR: CLOTHING, NAMELY, TOPS, UNDERGARMENTS, HALLOWEEN COSTUMES, COSTUMES FOR USE IN ROLE PLAYING GAMES; HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-24-2015; IN COMMERCE 7-24-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,211,714.

SN 85-834,958, FILED 1-29-2013.

GRETTA YAO, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

EXHIBIT E



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Word Mark	MASTERS OF THE UNIVERSE
Goods and Services	IC 021. US 002 013 023 029 030 033 040 050. G & S: DRINKING GLASSES. FIRST USE: 20150610. FIRST USE IN COMMERCE: 20150610
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85984009
Filing Date	January 29, 2013
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 3, 2013
Registration Number	4923155
Registration Date	March 22, 2016
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MATT SOLMON
Prior Registrations	1211714
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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United States of America

United States Patent and Trademark Office

MASTERS OF THE UNIVERSE

Reg. No. 4,923,155

Registered Mar. 22, 2016

Int. Cl.: 21

TRADEMARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

FOR: DRINKING GLASSES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 6-10-2015; IN COMMERCE 6-10-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,211,714.

SN 85-984,009, FILED 1-29-2013.

GRETTA YAO, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
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**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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Word Mark	MASTERS OF THE UNIVERSE
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: NON-MEDICATED SKIN CARE PREPARATIONS; HAIR CARE PREPARATION; TOLIET SOAPS, SKIN SOAPS, LIQUID SOAPS FOR HANDS, FACE AND BODY; BUBBLE BATHS, HAIR SHAMPOOS, HAIR CONDITIONERS; NON-MEDICATED LIP BALMS, SUNSCREENS, TOOTHPASTE
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85834936
Filing Date	January 29, 2013
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	December 3, 2013
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MATT SOLMON
Prior Registrations	1211714
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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MASTERS OF THE UNIVERSE

Word Mark MASTERS OF THE UNIVERSE**Goods and Services** IC 021. US 002 013 023 029 030 033 040 050. G & S: LUNCH BOXES, THERMAL INSULATED TOTE BAGS AND CONTAINERS FOR FOOD OR BEVERAGES; MUGS; TOOTHBRUSHES, TOOTHBRUSH HOLDERS, HAIR COMBS**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85834953**Filing Date** January 29, 2013**Current Basis** 1B**Original Filing Basis** 1B**Published for Opposition** December 3, 2013**Owner** (APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245**Attorney of Record** MATT SOLMON**Prior Registrations** 1211714**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

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Word Mark	MASTERS OF THE UNIVERSE
Goods and Services	IC 041. US 100 101 107. G & S: Entertainment services, namely, providing ongoing animated movies, television programs and webisodes all featuring children's entertainment via a global computer network; entertainment services in the nature of ongoing animated television programs in the field of children's entertainment; entertainment services, namely, production and distribution of animated television shows and movies; website use, namely, providing on-line computer games and providing an interactive website for entertainment purposes featuring information, photos and videos all relating to children's entertainment
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85834969
Filing Date	January 29, 2013
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	December 24, 2013
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE 333 CONTINENTAL BOULEVARD M1-1518 EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MATT SOLMON
Prior Registrations	1211714
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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1211714

**Prior
Registrations****Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead
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